

## • WHAT IS CLAIMED IS:

1. A detergent composition comprising:
- 5 (A) from about 0.01% to about 20%, by weight of the composition of capsules comprising:
- (a) a hydrophobic continuous phase comprising:
- (a1) from about 0.1% to about 15%, by weight of the continuous phase, of a block co-polymer which is selected from the group consisting of a triblock co-polymer, radial co-polymer, and
- 10 multiblock co-polymer, the co-polymer comprising at least one triblock with a structure: rigid block---flexible block---rigid block; and
- (a2) a hydrocarbon oil which forms an isotropic mixture with the block co-polymer; and
- 15 (B) a surfactant.
2. The composition of claim 1 wherein the continuous phase further comprises from about 10% to about 60%, by weight of the continuous phase, of an oil-soluble benefit agent.
- 20 3. The detergent composition according to claim 1 wherein the continuous phase is transparent or translucent.
4. The detergent composition according to claim 1 wherein the composition is
- 25 contained within the transparent package.
5. The detergent composition according to claim 1 wherein the composition is aqueous.
- 30 6. The detergent composition according to claim 1 wherein the capsule further comprises a colorant.

7. The composition according to claim 2 wherein the capsule further comprises from about 0.01% to about 45%, by volume of the capsule, of a discontinuous phase immiscible with the continuous phase.
8. The detergent composition according to claim 7 wherein the discontinuous phase is an aqueous solution comprising from about 1% to about 10%, by weight of the capsules, of a bleach.
9. A detergent composition comprising:
- (A) from about 0.01% to about 20%, by weight of the composition of capsules comprising:
- (a) a hydrophobic continuous phase comprising:
- (a1) from about 0.1% to about 15%, by weight of the continuous phase, of a diblock co-polymer comprising at least one rigid block and at least one flexible block;
- (a2) a hydrocarbon oil which forms an isotropic mixture with the block co-polymer;
- (a3) from about 0.1% to about 60%, by weight of the continuous phase, of a hydrophobic solid; and
- (B) a surfactant.
10. The detergent composition according to claim 9, wherein the continuous phase further comprises from about 10% to about 60%, by weight of the continuous phase of an oil-soluble benefit agent.
11. A personal care composition comprising:
- (A) from about 0.01% to about 20%, by weight of the composition, of a capsule comprising:
- (a) a hydrophobic continuous phase comprising:
- (a1) from about 0.1% to about 15%, by weight of the continuous phase, of a block co-polymer which is selected from the group consisting of a triblock co-polymer, radial co-polymer, and multiblock

(a2) a hydrocarbon oil which forms an isotropic mixture with the block co-polymer; and

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